



PRESS RELEASE

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IMPROVING EXPORT PROCESSES THROUGH TRAINING

SAN SALVADOR— Earlier today the Export Promotion Program of the United States Agency for International Development (USAID) inaugurated a cycle of workshops designed to improve the export capacity of local businesses. Topics will include innovation, design, and evaluation of business plans; preservation and packaging; food safety; and new product development.

The primary objective of this training is to increase competitiveness of Salvadoran businesses in order to raise their exports. Through this training, USAID will support 1,500 businesses and 450 officials from public and private institutions..

The training program will be implemented through the Salvadoran Institute for Professional Training (INSAFORP, in Spanish), the Pan American School of Agriculture Zamorano, and the Maria Escalon de Nuñez Foundation.

In the time period between July 2006 and March 2007, experts hired under the USAID Export Promotion Program will teach 18 courses and a series of conferences on topics related to competitiveness and export capacity of Salvadoran businesses. Moreover, the program will train several private consultants and a group of college students (design majors) in their senior year, who will in turn assist government and private institutions that are interested in increasing their competitiveness.

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